USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/15 thru 03/21. (prices in dollars per carton)

Fri. Mar 15, 2013

	SHELL EGG NATIONAL SUMMARY													
			THIS \	WEEK			PREVIO	US WEEK	(PREVIOUS YEAR				
	Feature Rate	30.	.7% of 23	,200 stor	es	30	.2% of 23	3,200 sto	res	31.2% of 22,500 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LAR	GE	
_		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	30	2.50	20	1.63			230	1.00	120	1.52	530	0.90	
G	White 18 pack	70	2.37	120	2.07			430	2.45	30	2.00	2,210	2.04	
U	Brown 12 pack													
L	USDA GRADE A													
A	White 12 pack	10	0.99	2,400	1.51	60	1.49	580	1.18	50	1.33	1,160	1.06	
R	White 18 pack	10	1.56	610	2.40			530	1.99			1,380	1.92	
	Brown 12 pack							20	2.25			60	1.99	
	USDA ORGANIC													
s	White 12 pack					120	3.99							
P	Brown 12 pack			180	4.30	30	4.19	540	4.54			710	4.58	
E	OMEGA-3													
C	White 12 pack	2,230	2.71	960	2.80	180	2.03	1,450	2.30	280	2.53	1,550	2.53	
ī	Brown 12 pack			10	3.99			150	2.37			370	2.98	
À	CAGE-FREE													
î	White 12 pack			170	2.99			100	2.99			2,060	2.48	
T	Brown 12 pack	10	2.99	460	3.40			1,340	1.67			2,530	2.50	
Y	VEGETARIAN FED													
	White 12 pack	10	2.99									440	2.44	
	Brown 12 pack	80	3.00	150	2.80			1,190	2.31			220	2.92	
	Brown 12 pack	80	3.00	150	2.80			1,190	2.31			220	2.92	

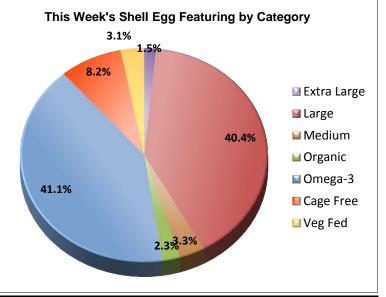
Larç	ge White Eggs	Grade A or better, av	g. feature price conve	erted to \$/dozen	
1.50		1.42	1.51	1.37	1.52
1.30 Feb 0	1.34 08-14 Fe	eb 15-21 Feb	22-28 Mar (01-07 Mar 08	1.31 3-14 Mar 15-21

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,270	1,850	5,540	Large Eggs on
Specialty	4,260	5,100	8,160	Mar-11-2013
Total (includes MD)	7,790	7,360	13,910	585.6
Special Rate 4/:	1.9%	7.1%	1.6%	up 3.1%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity is higher than a week ago thanks to some major chains focusing their attention on regular shell eggs in anticipation of the approaching Easter and Passover holidays. The average price of Large white eggs, Grade A or better, is sharply higher this week following last weeks low. Some "free with additional purchase" egg ads are showing up to entice buyer interest, but retailers using "no price" incentives are not as visible as a week ago. Medium eggs are maintaining a steady pace in circulars. Even with a sharp increase in promotions for Extra Large Omega-3 eggs, specialty shell egg features are fewer in number compared to last week. Notably, the average price for most types is significantly higher. Featuring of liquid egg products continues declining and is a rarity in flyers on the West Coast.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

-					EAST U.S.							AST U.S.				EST U.S.		
	eature Rate 1/	` '			,NH,NJ,NY,PA,R	• ,					•	C,SC,TN,VA,WV	,	1	(IA,IL,IN,KY,MI,M			
Ac	eature Rate ctivity Index "		sampled outlets 0 (includes Me							sampled outlets (includes Medi		22.5% of 4,200 sampled outlets Activity Index = 1,430 (includes Medium)						
CLASS		EXTRA LARGE LARGE						E		LARGE		LAF	•		LARGE	LARGE		
		Price Range	Stores A	Avg 3/	Price Range	Stores	Avg 3/	Price R	ange	Stores A	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/
USDA	White 12 pack																	
GRADE	White 18 pack																	
AA	Brown 12 pack																	
	MEDIUM		White 12	pack	4.40 4.50	5.10	4.54			White 12	pack	4.50	070 450	0.00	White 12 pack	0.00 4.50	0.10	4 44
HODA	White 12 pack				1.49 - 1.59	540	1.54					1.59	370 1.59	0.99	10 0.99	0.98 - 1.59	640	1.41
USDA												2.50	440 2.50			1.98	120	1.98
GRADI A	Brown 12 pack		White 12	naak	0.99 - 1.00	150	0.99			White 12	nack	0.98	30 0.98		White 12 pack	1.00	10	1.00
^	MEDIUM		White 30		0.99 - 1.00	150	0.99			White 30		0.96	30 0.96		White 30 pack	1.00	10	1.00
USI	DA ORGANIC		vviiito oo	pack						Willia 00	paor				Wille 00 pack			
	White 12 pack																	
S	Brown 12 pack				3.00 - 4.99	170	4.32											
Ром	EGA-3																	
E	White 12 pack	2.49 - 3.49	380	2.72	1.99 - 3.29	390	2.67	2.37 -	3.49	100	2.89	2.39	20 2.39	2.49 - 3.19	80 3.12	2.33 - 3.79	390	3.09
C	Brown 12 pack																	
CA	GE-FREE																	
Ĺ	White 12 pack				2.99	170	2.99											
т	Brown 12 pack				2.99 - 3.99	250	3.18									3.79	180	3.79
YVEG	ETARIAN FED																	
	White 12 pack	2.99	10	2.99														
	Brown 12 pack	3.00	80	3.00	2.99 - 3.00	110	3.00			601	11711\A	2.00	30 2.00		NODTU	WESTILS		
		(4)		_	ENTRAL U.S					300		VEST U.S.				WEST U.S.		
	eature Rate 1/	,		-	,MO,NM,OK,TX,					45 40/ - 6/		II, NV)			, , ,	OR,WA,WY)	_	
	eature Rate " etivity Index 2/			•	sampled outlets							sampled outlets			-	sampled outlet		
AC	White 12 pack	Activ	ity index	= 1,14	10 (includes Me	aium)			2.50	30	2.50	0 (includes Med	iium)	A	ctivity Index = 68	1.58 - 1.67	20 20	1.63
USDA	White 18 nack				1.69 - 1.88	110	1.87	1.99 -		70	2.37					4.29	10	4.29
GRADE	Brown 12 pack				1.00	110	1.07	1.55	2.00	70	2.07					4.25	10	4.20
AA	MEDIUM		White 12	pack						White 12	pack				White 12 pack			
	White 12 pack				0.99 - 1.59	500	1.47					1.59 - 3.00	280 1.62		, , ,	1.59	70	1.59
USDA	· ·				2.50	50	2.50		1.56	10	1.56							
GRADE	Brown 12 pack																	
Α	MEDIUM		White 12	pack	1.00	40	1.00			White 12	pack	2.00	10 2.00		White 12 pack			
			White 30	pack	2.50	10	2.50			White 30	pack				White 30 pack	2.50	10	2.50
USI	DA ORGANIC																	
s	White 12 pack																	
D	Brown 12 pack											3.99	10 3.99					
E	EGA-3	2.40 2.00	250	0.70	0.50	00	2.50	2.40	2 20	040	2 77	0.50	70 0.50	2.40 2.52	F10 0.40	4.00	40	4.00
С	White 12 pack Brown 12 pack	2.49 - 2.99	350	2.72	2.50	80	2.50	2.49 -	3.29	810	2.11	2.50	70 2.50	2.49 - 2.50	510 2.49	1.99 3.99	10 10	1.99 3.99
I	GE-FREE															3.99	10	3.99
A	White 12 pack																	
L	Brown 12 pack								2.99	10	2.99					2.50 - 2.99	30	2.90
VEC	ETARIAN FED																	
	White 12 pack																	
	Brown 12 pack															2.99	10	2.99
Source	: USDA Agricultur	al Marketina S	Service Li	vesto	ck Poultry & G	rain Mar	kat Na	ws - (514	5) 284-	<i>11</i> 71 h	ttn://w	www ame ueda o	OV/AMSv1 O/I	PSMarketNew	e Pana			2 of 3

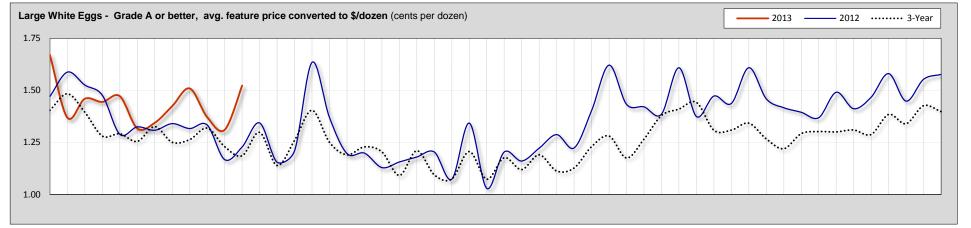
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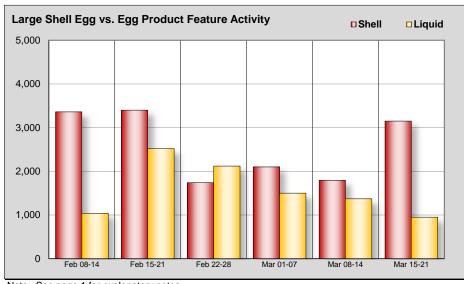
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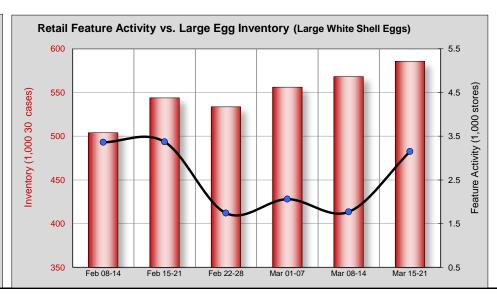
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/15 thru 03/21.

(prices in dollars per carton)

EGG	THIS LAST LAST		LAST NORTH		SOUTH	SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST					
PRODUCTS	WEEK	WEEK YEAR		RORTHEAGT		COUTTLAGT		1111211		OOOTH OLIVINAL		COCITIVEO		NORTHWEST					
1/ Feature Rate	4.2% 5.7% 4.3%		4.3%	14.2% of 4,600 sampled		0.2% of 6,100 sampled		5.6% of 4,200 sampled		1.9% of 4,200 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled					
2/ Activity Index	950	950 1,370		950 1,370		1,370 1,		Activity Index = 620		Activity Index = 10		Activity Index = 240		Activity Index = 80		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/				
14-16 oz. crtn	640 2.50	1,280 2.52	540 2.42	2.49 - 2.50	370 2.50	2.39	10 2.39	1.99 - 2.50	180 2.44	2.69	80 2.69								
32 oz. crtn	280 4.82	70 4.05	520 4.17	3.99 - 4.99	220 4.89			3.99 - 4.99	60 4.55										
3 - 4 oz. cup	30 2.50	20 2.00	100 2.49	2.50	30 2.50														
2 - 8 oz. cup																			







Note: See page 1 for explanatory notes.